

NEWSLINE

July-14 to Dec-16

A large, metallic, 3D 'E' logo is the central focus, resting on a multi-tiered, glowing white and yellow stage. The background is dark, with a complex metal truss structure overhead. Numerous spotlights are directed at the logo, creating a dramatic, high-contrast scene with lens flares and soft shadows.

**MOVING WITH A
NEW IDENTITY.**

**ON THE PATH OF
PROSPERITY**

Constructing the Road to Success

In today's business dynamics, constant adaptability is the key to success. A persistent effort to update ourselves actually enables us to stay ahead of all others.

PCI has always been a dynamic and diversified group. Keeping its vision in mind, the last two years have brought about successful modifications through diversifying into new ventures, expanding our current portfolio and changing the complete brand image of PCI.

To cope with the ever-changing crusts and troughs in an economy, PCI entered into the packaging business with plastic cans and seat assembly business with motorcycle seats. Not only that, PCI now has a new group identity with a new group logo and new company names. Along with all these adaptations, PCI made significant alterations to its process and facility to make them environment-friendly.

Empowered by bold steps, in the last two years, PCI has paved its way towards an efficacious future.

In this edition of Newline, we will shed light on this amazing journey of PCI.

The New Identity

PCI Group has a new identity now. The newly designed logo depicts what PCI is all about-creativity.

Not only the logo but also the company names have been modified. These names not only represent what these companies do but also the brand name PCI is emphasised.



1. Automotive Spares & Accessories (Pvt) Limited is now PCI Automotive (Pvt) Limited

2. Unik Fabrics (Pvt) Limited is now PCI Materials (Pvt) Limited

3. PCI Flooring in now PCI Interiors



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Another Success Story for PCI Automotive

PCI Automotive has a history of making the most of every situation. When Yamaha Motors started production in Pakistan, it was PCI Automotive's dynamic team of professionals who targeted Yamaha Motorcycle seats as a potentially diversified business opportunity. And after rigorous efforts, in October 2014, development of Yamaha Motorcycle seats began.



Molds and CFs

In March 2015, the development of Yamaha Motorcycle seat was completed. In just six months, development of base, forming mold, leather, testing equipment development and trolley supply development was done with resounding success. With motorcycle seat assembly manufacturing, PCI Automotive has now opened a new world of opportunities in the two wheels automobile industry.



Motorcycle Seat Assembly

Pressing Forward

Good, better, best. Never let it rest. 'Till your good is better and your better is best.'

Customer expectations are directly proportional to our performance. Better the performance, higher will be the customer expectations. PCI Automotive has always been in the top-performing vendor's list for OEMs. Therefore, OEMs associate high expectations with PCI Automotive.

Following this trend, PCI Automotive also makes sure that customers' expectations are not only

met but actually exceeded. One of the steps taken to exceed customer expectations in quality is the installation of a new thermoforming press in PCI Automotive's Bin Qasim Plant. This press provides the highest quality due to automatic trimming function. Because of this press, PCI Automotive enjoys the following benefits:

1. Reduction in PPM
 2. Highest quality of product finish
 3. Reduction in accidents due to automated process
- PCI Automotive, is, therefore, proud to say that this press is not just an investment, it's an investment in PCI's future .



Press



Pre-Heating Oven

PCI Materials Entering New Horizons

The journey started back in January-2011, when a delegation from Shell visited our Bin Qasim Plant. After more than four years of constant follow ups, improvements to meet customers expectations, in May-2015, Shell Pakistan placed an order of it lubricant cans with PCI Materials.

It is a fairy tale success story for PCI Materials. In which, every step of the way there were challenges but with the grace of Allah Almighty, unconditional support of management and relentless efforts of all departments, PCI Materials gained this amazing feat of achievement.

Currently our Blow molding facility is state of the art, catering the biggest names in Lubricant Oil Industry. All the machines are automated with lowest requirements of human intervention during production, ensuring that only top most quality reaches our esteemed customers. These machines have the capability of producing 0.7 litre to 4 litres bottles. All machines are fitted with modern and sophisticated auxiliary equipment which not only reduce cycle times but also increase the quality of each bottle.

Packaging business is a whole new world and PCI Materials is striving and is very much capable of reaching the top of this world.



Visit from Global Teams



First Supply



Plant Inauguration by Global Team

BRINTONS - NEW GAZE FOR HOTEL INDUSTRY

Committed to making the world a more beautiful place by developing some of the most elegant and visually inspiring carpet designs ever to be installed in Leading hotels of Pakistan.

To promote a safe and healthy environment, several activities are also carried out within the organisation.



Beginning of a new Era in Sports Flooring,

2017 is marked as an introductory year for Aceflor sports flooring in Pakistan, the brand is among the top brands that manufactures and supplies sports and commercial flooring. Stocked ranges includes Multipurpose flooring - wood, colors and specialised sports- racket available in variety of thickness 4.5/5.0/6.0/7.0/8.0m.



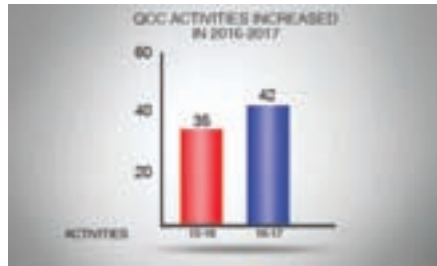
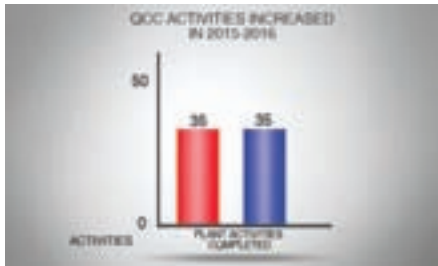
PCI Interior's NEW BROCHURE

Exclusive, Stylish but truly attractive - this is PCI Flooring - A trendsetter in carpet industry which provides you complete flooring solutions under one roof. As creative designing, appearance and the unique insight mainly focus on the numerous innovative possibilities for the floors and offer amazingly a new perception for lifestyle.



Drive to Improve

Quality Control Circles is a team based activity for continuous improvement of processes. Being a dynamic group, the drive to keep improving is a major factor in the success of PCI. Last two years have not been any different. During these years, QCC teams of different departments from both PCI Automotive and PCI Materials have taken extensive measures to increase product quality, decrease cost and improve EMS.



Winners of QCC 2015-2016

Winners of QCC 2014-2015

Excellence Acknowledged

The promise of the highest quality products, the commitment of timely development of parts and awareness of keeping the environment green are vital signs of PCI organisation. The continuous effort of delivering excellence has always been acknowledged by our esteemed customers. And we are still looking forward to keeping the record in the coming years.



Fun With Work

Like all efficient organisations, PCI believes in constant hard work, but balancing that hard work with positive fun has been a hallmark of PCI Group. Maintaining its traditions; Marketing Department of ASA organised cricket matches last year. These matches are regarded as a resounding success because top management from our customers participated in these matches and, more importantly, everyone had a lot of fun.



Employee Motivational Activities



Best 5S of the Year Award



Best Attendance of the Year Award



Best Kaizen of the Year Award



14th August Celebrations

Akbar Public School

APS believes in providing quality teaching in order to give quality education; therefore, APS focuses on the continuous professional development of teachers by renowned teachers training institutes such as AKU, SPELT, AFAQ, and OXFORD. Training is comprised of 65% outsourced training and 35% in-house training conducted by senior teachers. At APS students are encouraged to participate in extra-curricular activities to help build their confidence. Recently, a team of APS students performed outstandingly in NED-MUN. An APS-MUN was also conducted to teach students



diplomacy and democracy; the students were divided into teams as UN delegates and Members of National Assembly. To promote Sufism in Pakistan a Sufi Night was held to conclude the evening.

Beach Cleaning with PSMC

